Yoi keiken

Ott Platform

Submitted in the partial fulfillment for the award of the degree of

BACHELOR OF ENGINEERING

IN

COMPUTER SCIENCE & ENGINEERING

Submitted by:
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6th Sem
CC1

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INTRODUCTION

Cinema and television have traditionally been the primary means of consuming films and other audio and video content. With VHS and DVDs, the technology became more available to a wider audience at home and whenever they needed it.

Movie and TV shows can be streamed online or watched on demand (VoD) more conveniently in recent years due to technological advances. Over-the-Top (OTT) applications allow video content to be streamed through the internet. OTT apps can be used on any device connected to the Internet, including smartphones, smart TVs, tablets, desktop computers, laptops, etc. Viewers can access video content via any Internet-connected device. Previously regarded as a luxury, an increasing number of Indians are opting for cord-cutting or online streaming. According to Consultancy.in, the OTT market in India has grown from 181 billion minutes in 2016 to 204 billion minutes in 2021. There is no disputing that OTT is gaining ground.

The growth in OTT may be looked at as also the result of the absence of outdoor entertainment during the lockdown and subsequently restrictions in the movements, online release of big banner films with popular stardom, and content without censorship among others.

Problem Formulation

Despite the fact the OTT platform has rapidly increasing and dominated over traditional theatres, televisions, DVDs etc. The new way watching the entertainment online on OTT growing rapidly in number of years. It gave impact to all ages and it gave relief from boredom. People got knowledge, education , experience ,sociability , many morals , entertainment , comedy ,etc. But only 45-46% user across India who uses Internet and out of this percentage Internet user only 57% takes subscription from Big OTT Platforms.Because there is less content over other OTT Platforms and too many advertisment and sometimes it is faked and inappropriate content. But nowadays , people are removing their subscriptions from Big OTT Platform because of less entertainment only showing country content more. This OTT Platform I have build working across to focus on the technology available for all. It is reliable, affordable as user can run this website on any devices with free of cost , no charges , no advertisment on website.

Objectives

(i) To measure the pattern of use of OTT platforms among all age groups

(ii) To determine the factors influencing the use of OTT platforms

(iii) To make available to all users.

(iv) To understand the experience of using OTT platform

v) Available across all regional content.

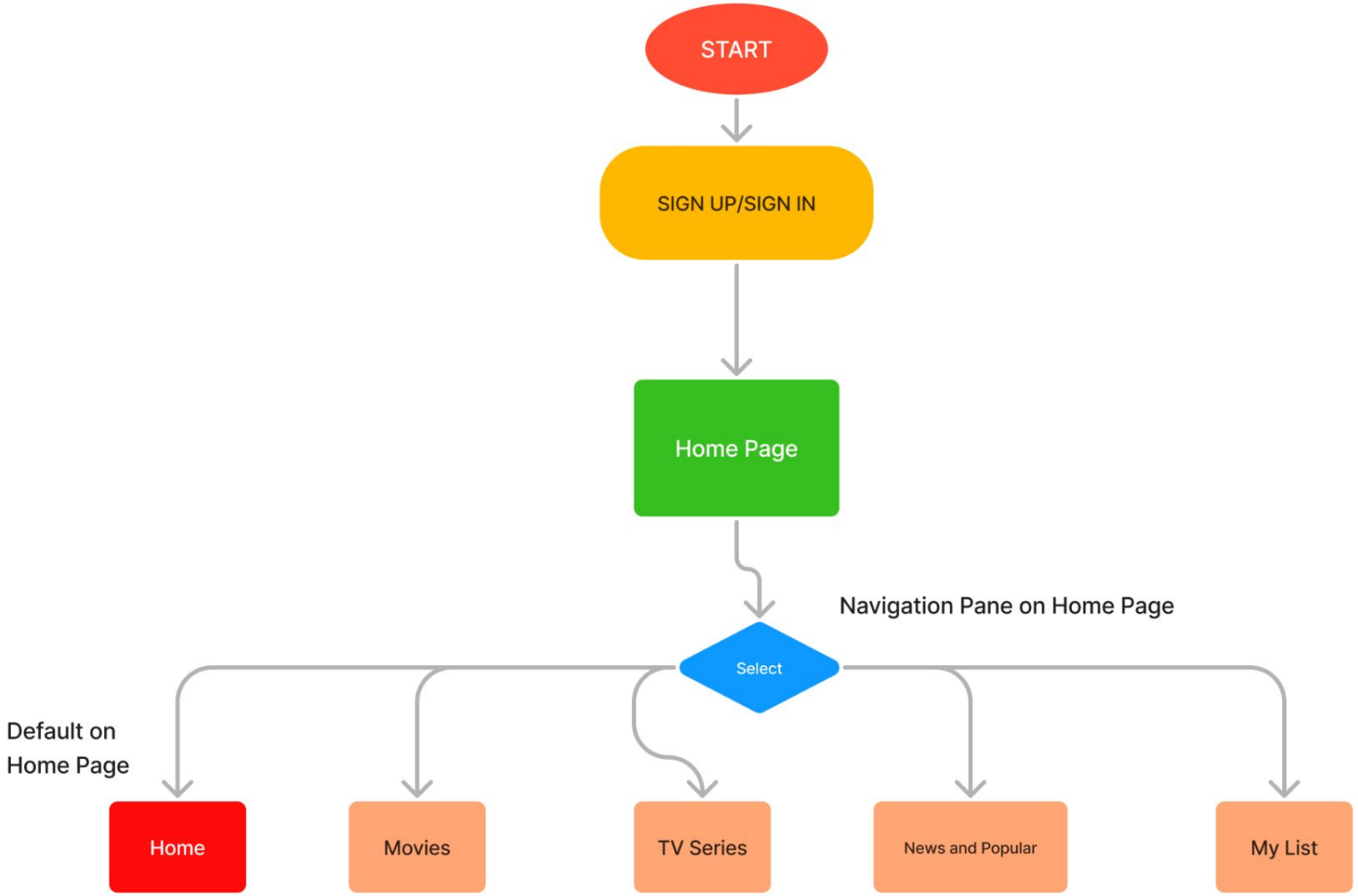
vi) Choice of Different content available on the website.

vii) Helps Individuals to enjoy the entertainment and relief from daily basis schedule .

viii) NO Ads

ix) Use session storage.

Methodology used



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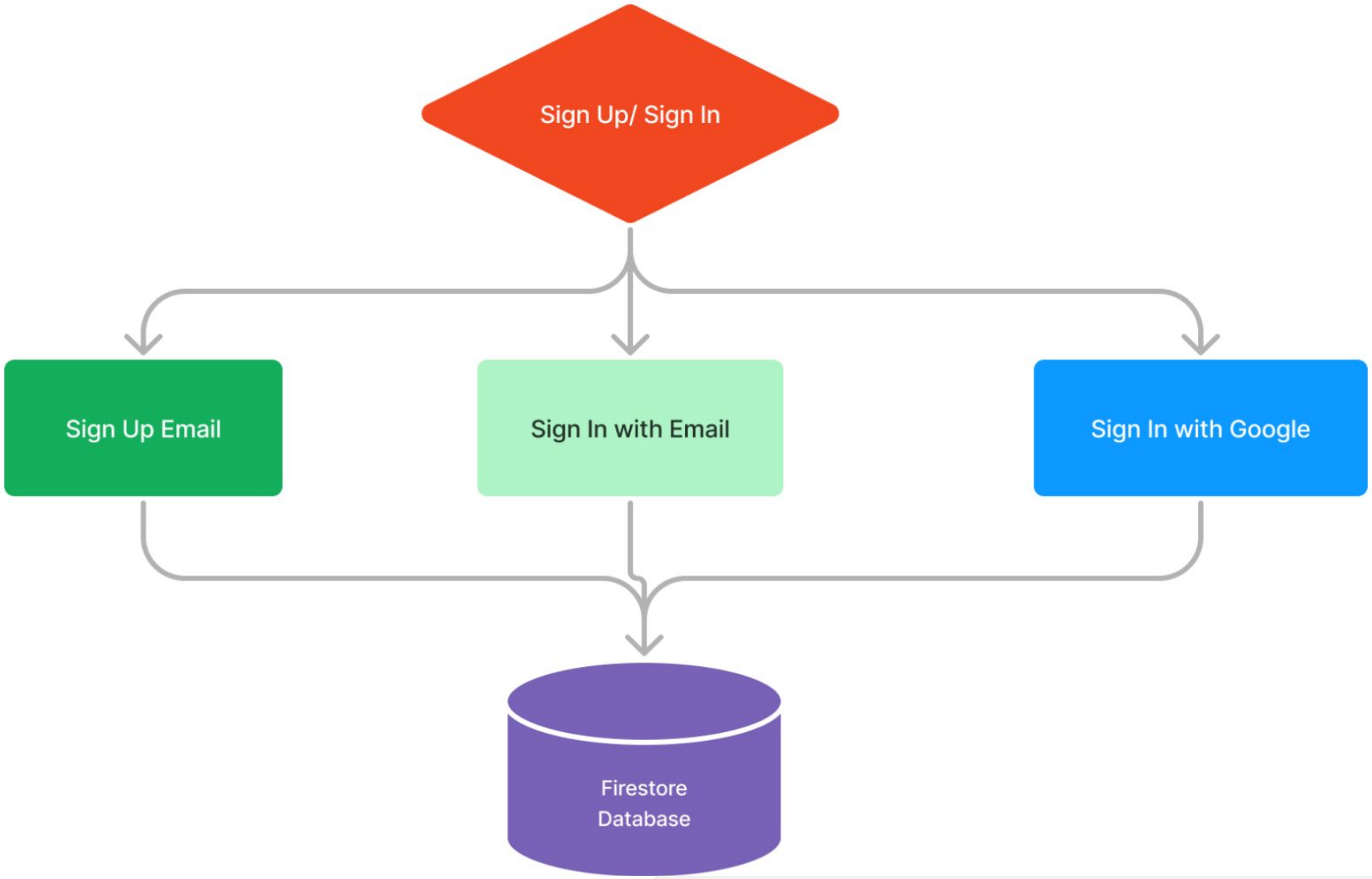

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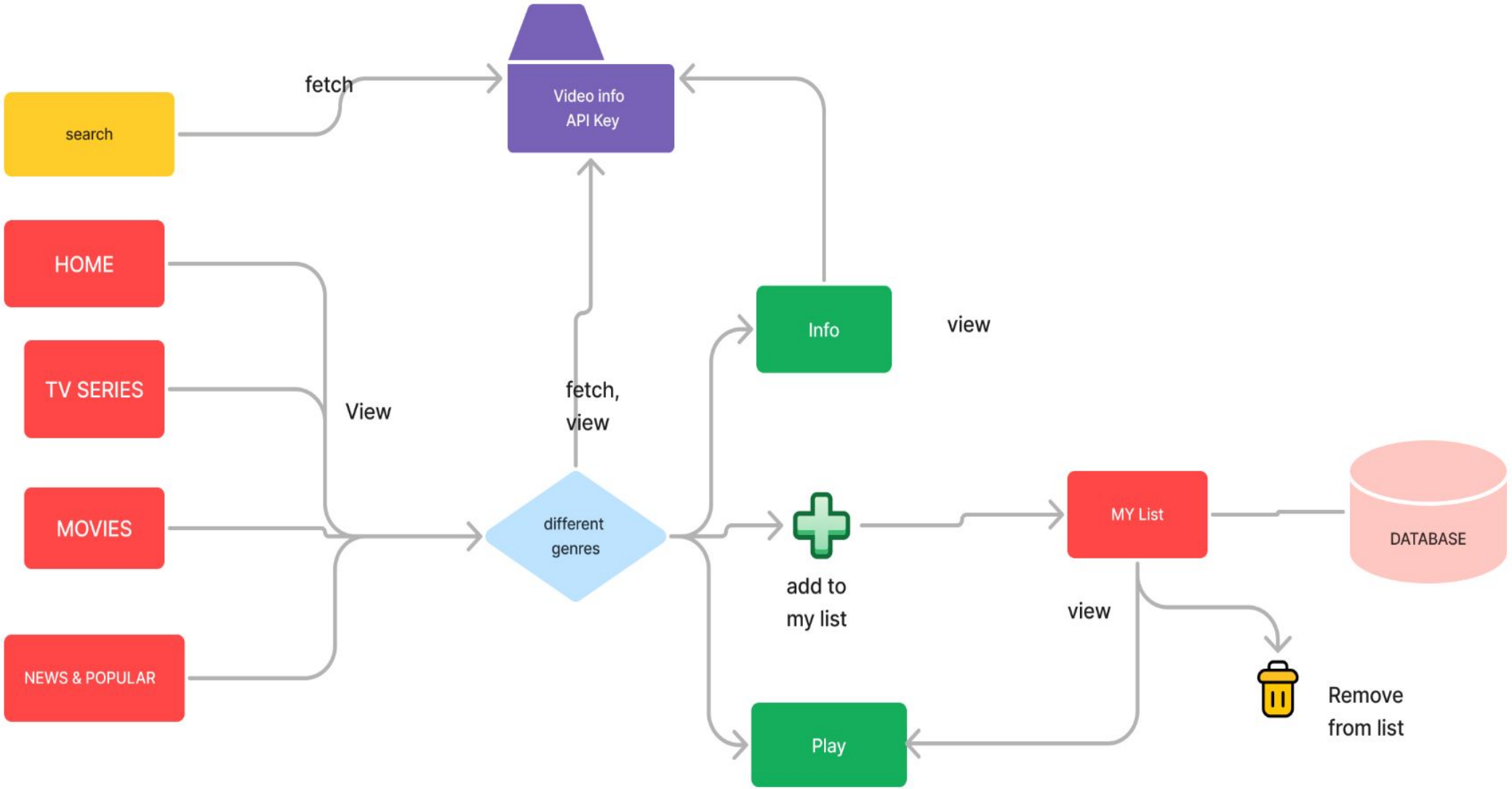
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search
Video info
API Key
HOME
TV SERIES
MOVIES
NEWS & POPULAR
View
fetch,
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MY List
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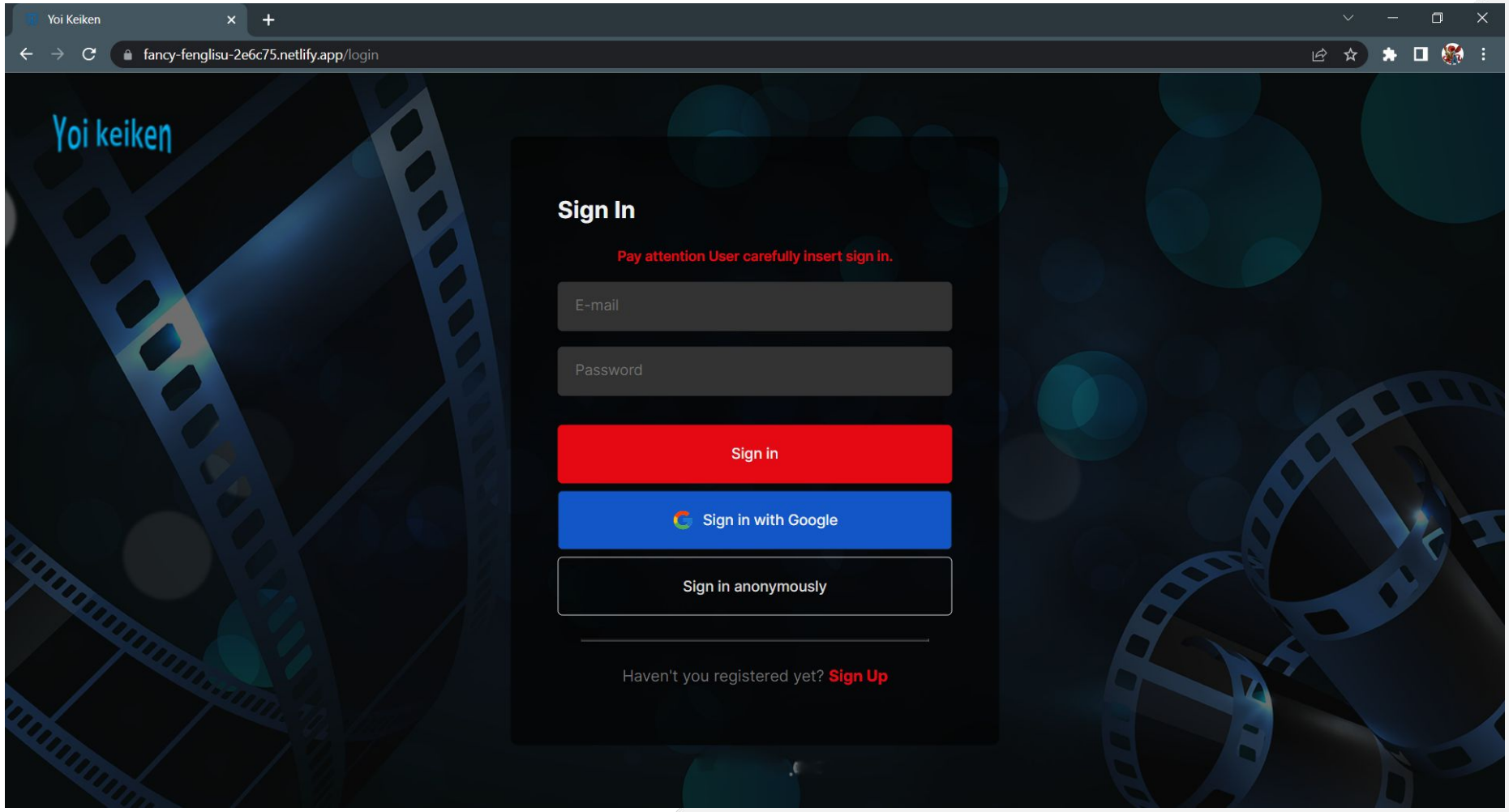
Remove
from list
Play

Results and Outputs

Sign in /Sign Up Page



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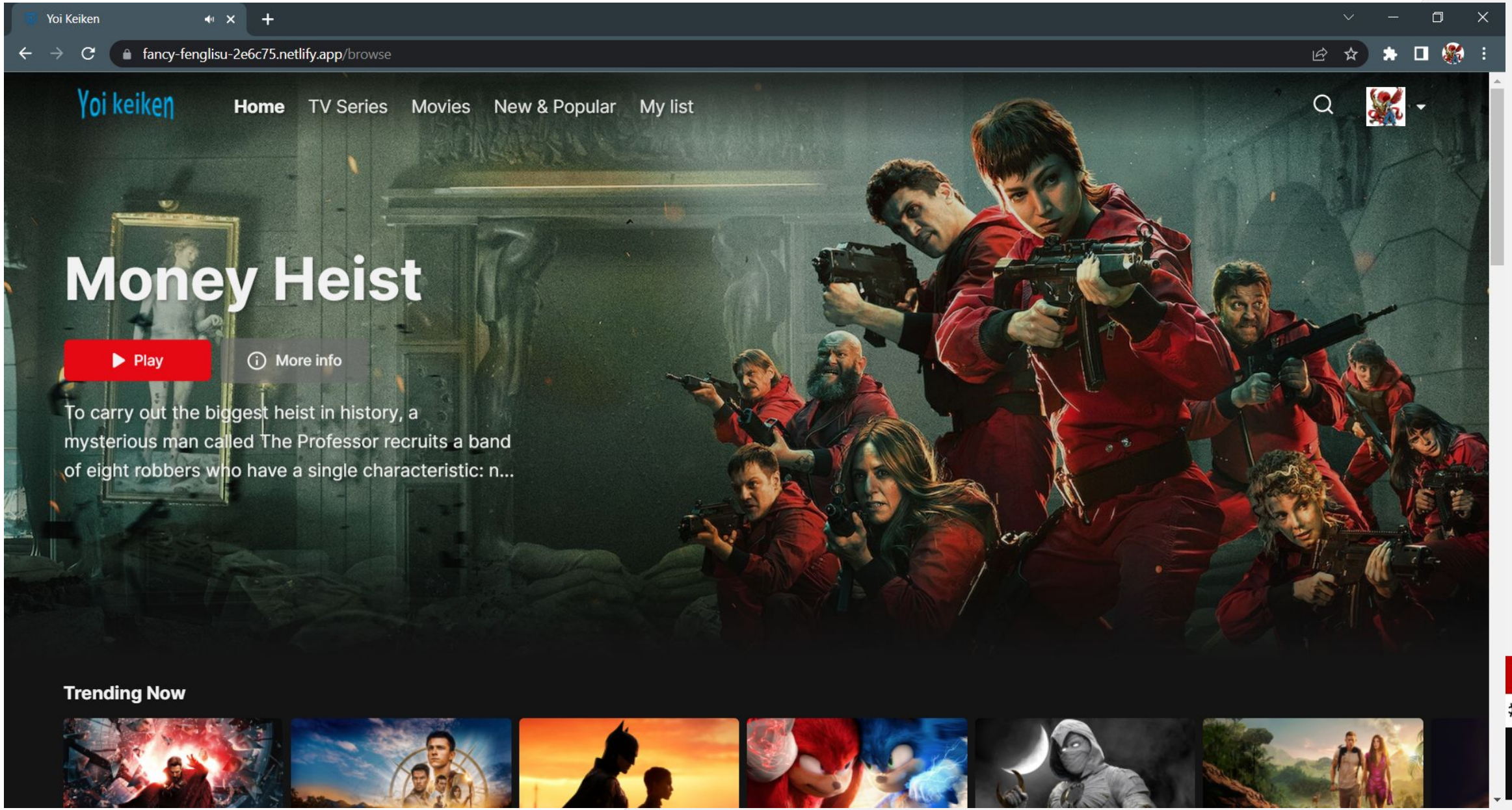
HOME PAGE



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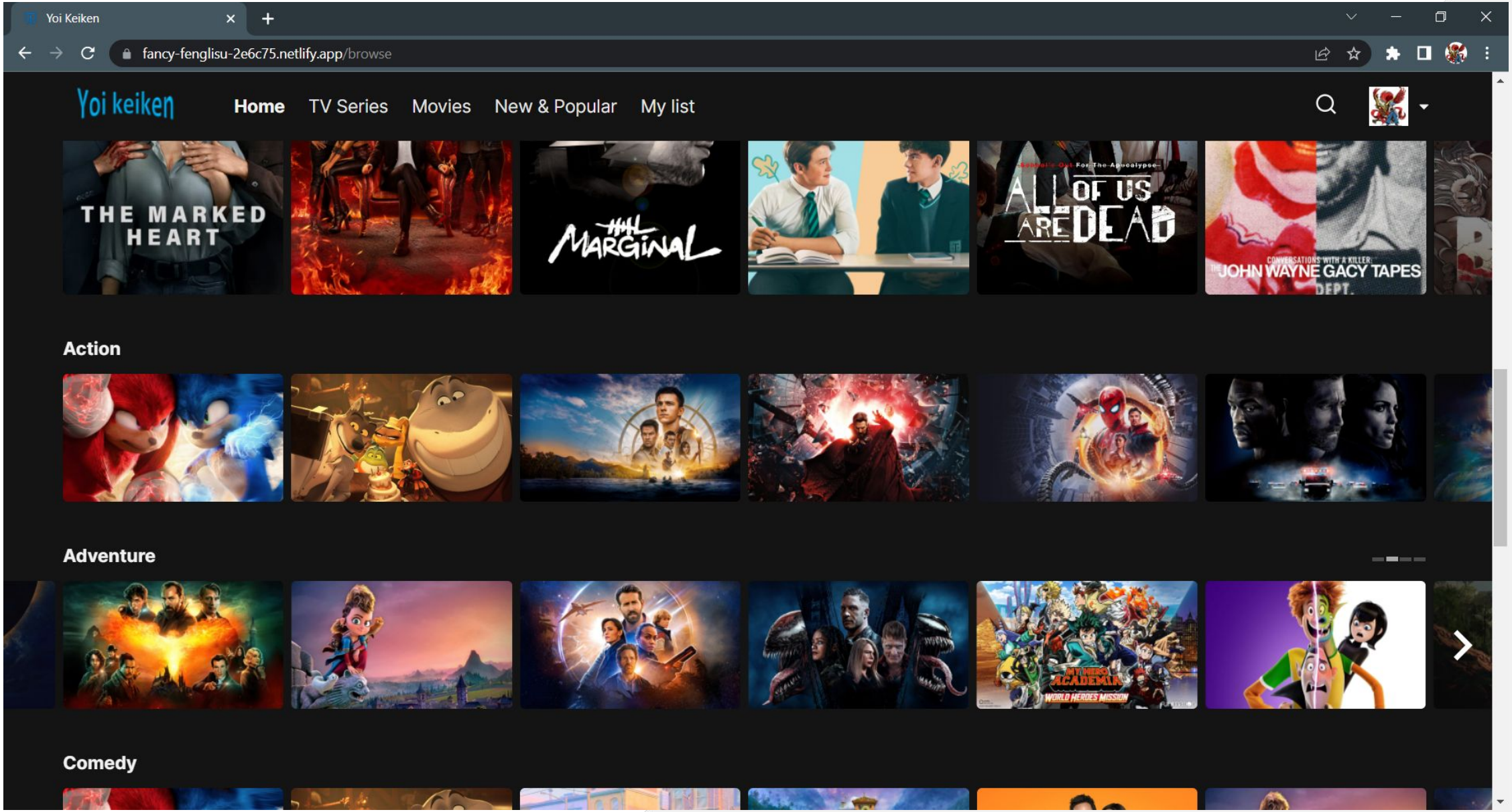
Yoi Keiken
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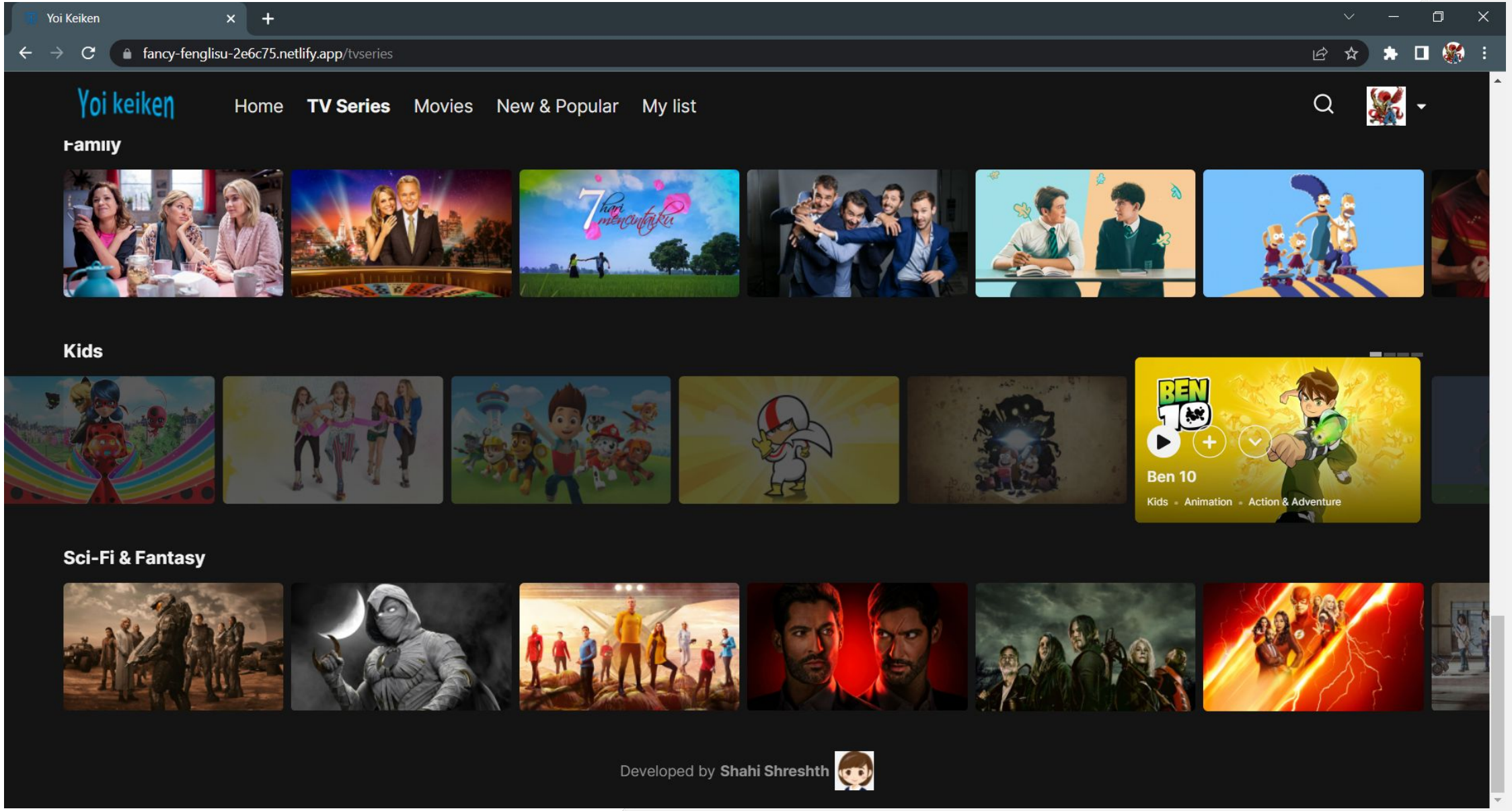
Yoi keiken
Home
TV Series
Movies
New & Popular
My list
THE MARKED HEART
MARGINAL
ALL OF US ARE DEAD
JOHN WAYNE GACY TAPES
Action
Adventure
Comedy

HOME PAGE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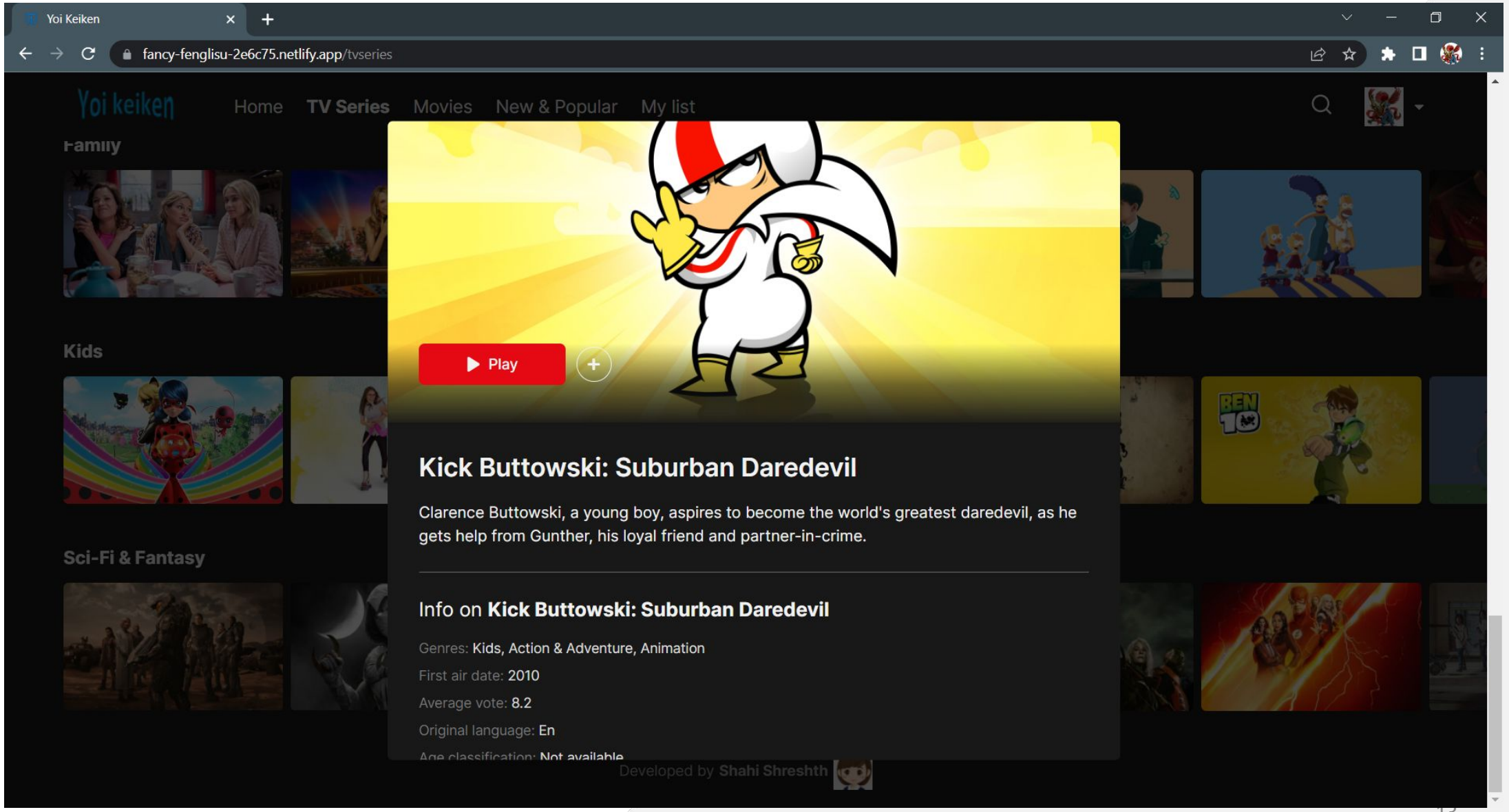
Home
TV Series
Movies
New & Popular
My list
Family
Kids
Ben 10
Kids • Animation • Action & Adventure
Sci-Fi & Fantasy
Developed by Shahi Shreshth

HOME PAGE


Yoi Keiken
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Yoi keiken
Home
TV Series
Movies
New & Popular
My list
Family
Kids
Sci-Fi & Fantasy
Play
Kick Buttowski: Suburban Daredevil
Clarence Buttowski, a young boy, aspires to become the world's greatest daredevil, as he gets help from Gunther, his loyal friend and partner-in-crime.
Info on Kick Buttowski: Suburban Daredevil
Genres: Kids, Action & Adventure, Animation
First air date: 2010
Average vote: 8.2
Original language: En
Age classification: Not available
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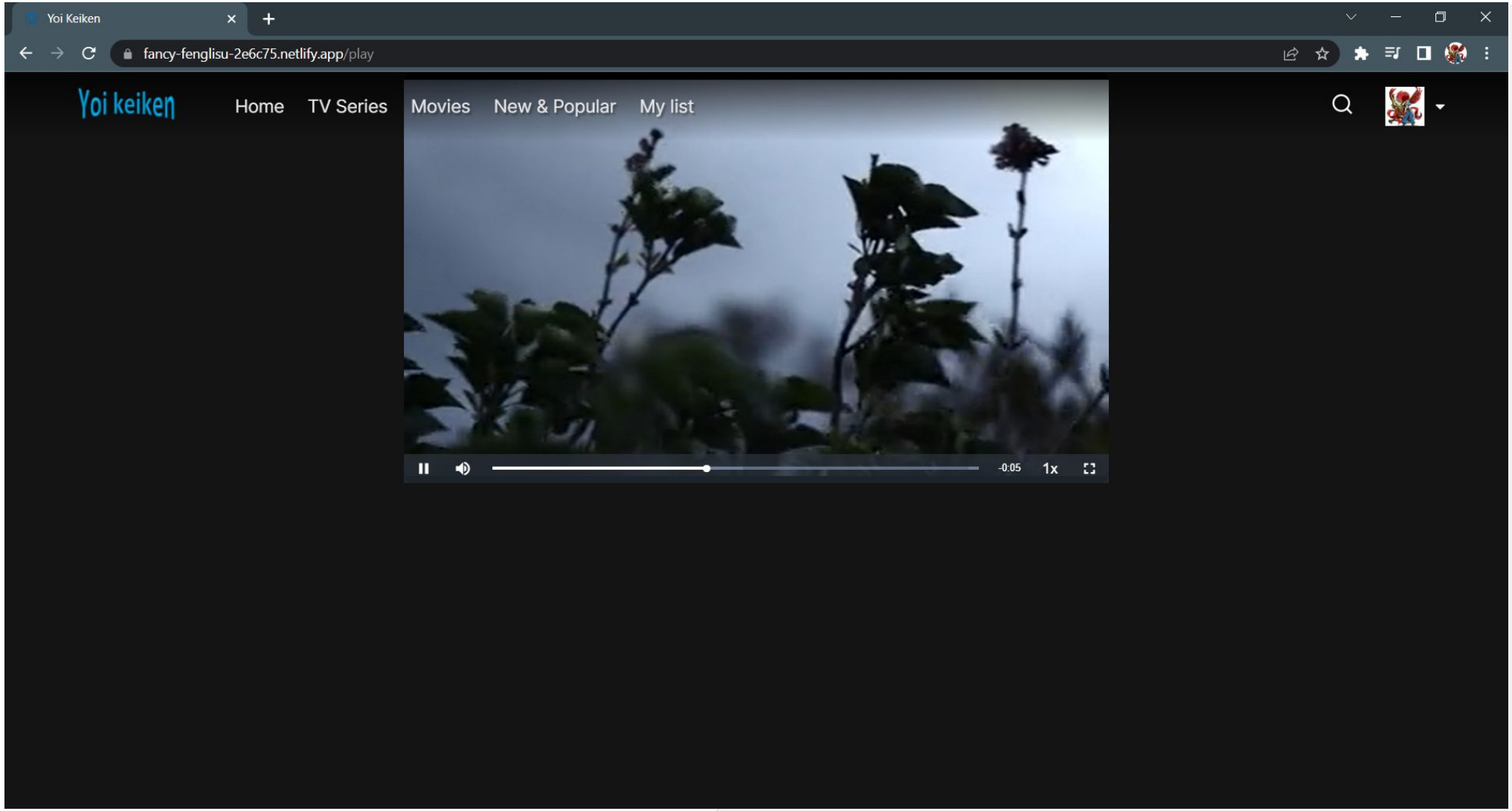
PLAY PAGE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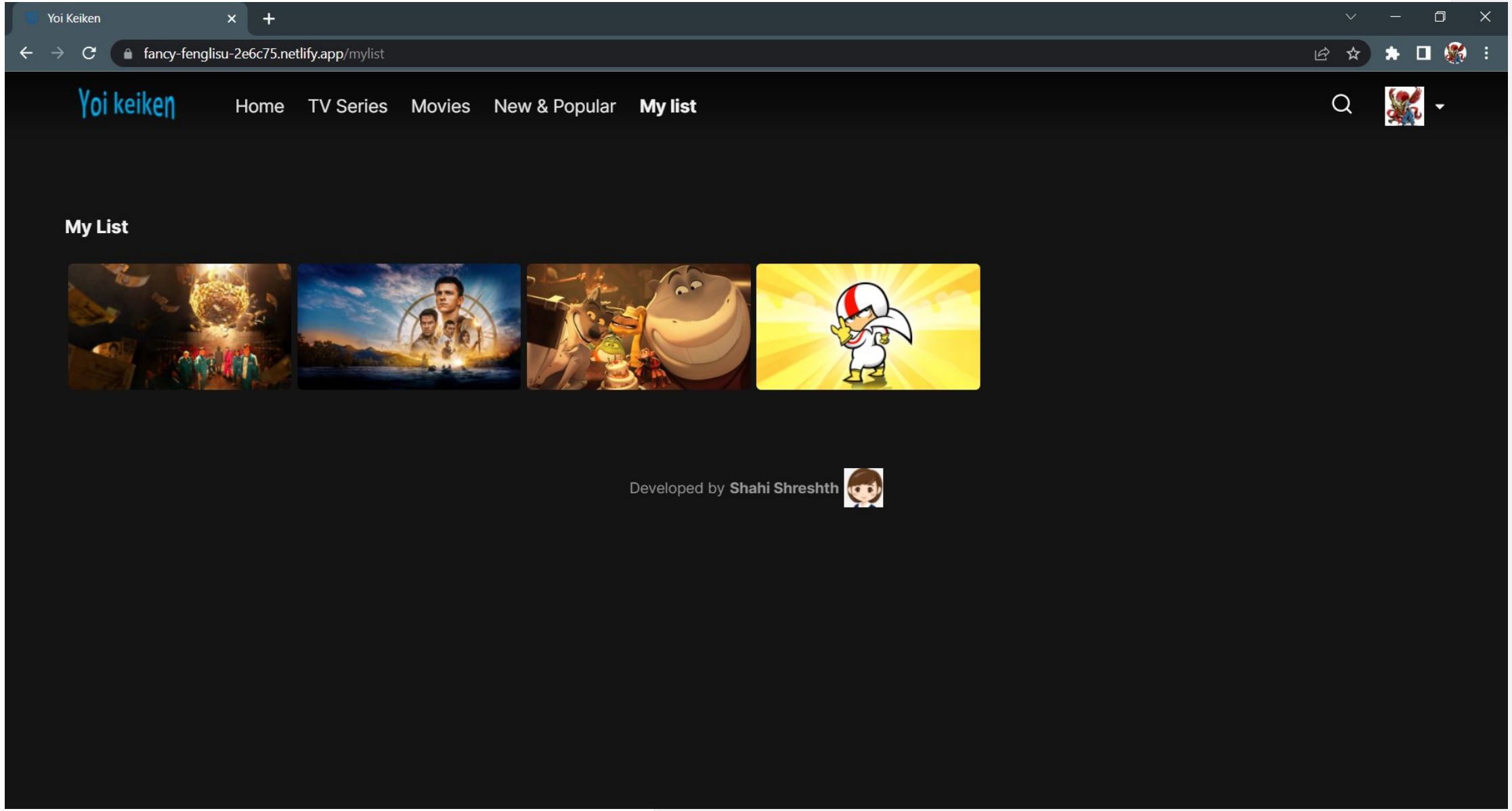
MY LIST


Yoi Keiken
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Yoi keiken
Home
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Movies
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My list
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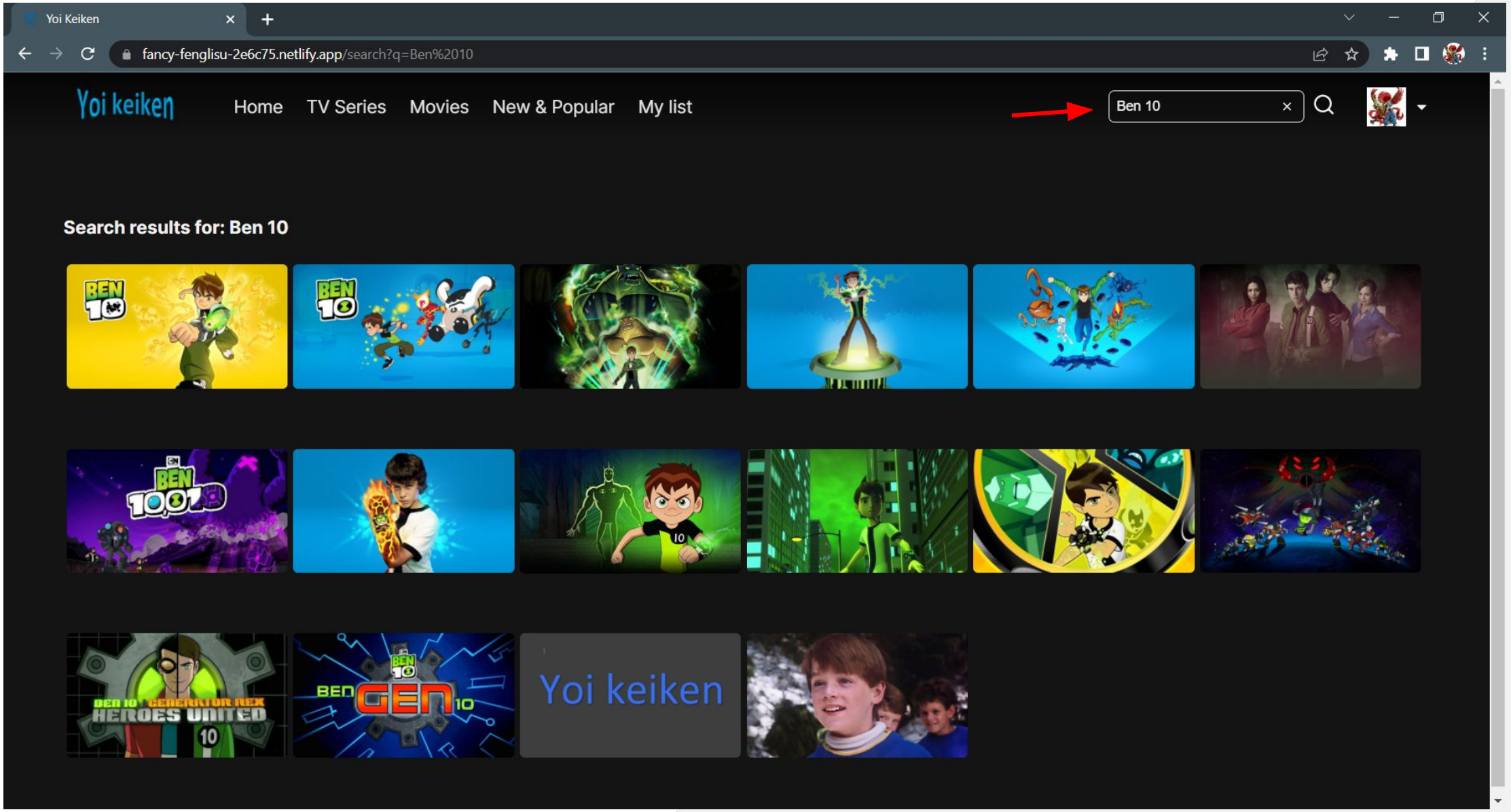
SEARCH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Yoi keiken
Home
TV Series
Movies
New & Popular
My list
Ben 10
Search results for: Ben 10
Yoi keiken

Conclusion

The future of OTT platforms is bright, and video consumption will increase as internet and smartphone adoption increases. According to the findings, consumers' profiles and preferences for content differ. The OTT platforms' pricing approach in India is significantly higher for Indian consumers. The internet was the major fuel for OTT platforms, so many telecom carriers are battling to compete with data plans in India owing to Jio, but the cost of OTT platforms has remained unchanged, so the average cost of customers accessing content on the platform has remained unchanged.

OTT platforms are continually looking for new methods to provide more appealing content. The fundamental issue is that no OTT platform, especially OTT platforms and devices for younger and smaller OTT platforms, has the financial resources to develop more video content for a new generation. So user and generation wants the quality of content is either free or cheap and the content is huge is number and can be accessible everywhere anytime .The one price one device won’t affect the users to watch the entertainment.

Future Scope

There are enough attributes for the current study, however other qualities from various domains might be investigated to uncover more user profile preferences. Because there are so many languages in India and so many OTT platforms that are launching in their languages, gathering responses from different areas and preferences will provide deeper analysis of the profile and preferences of OTT platform users. In future scope , the content will be in large number and to steps ahead with security concern about the website content ,so that it would not affect the users . Apart from it I will add in future the feedback and comments contacts among sociable friends to interact live while watching gain public audience at the site. As there is no advertisement on the website . the advertisment will be visible if buyer of the website buy it . One inetactive thing I want to add ,by watching the content by user , the developer can earn through internet service provider like the youtube OTT.

References

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